

Message Text

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ACTION COME-00

INFO OCT-01 AF-05 ADP-00 EB-05 RSR-01 RSC-01 USIA-15 /028 W

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FM AMEMBASSY LUSAKA

TO SECSTATE WASHDC 9190

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E.O. 11652: N/A

TAGS: BEXP, ZA

SUBJECT: PROPOSED FY 1975 TRADE PROMOTION EVENT SCHEDULE FOR AFRICA

REF: A-6254, JULY 24, 1973, A-5964, JULY 19, 1973

1. A-6254 JUST RECEIVED. AS INDICATED IN GERLACH LETTER TO WILKES OF JANUARY 12, 1973, CATALOG SHOWS GENERALLY NOT DESIRABLE IN ZAMBIAN CONTEXT AS BUYERS ORDINARILY RELUCTANT DO BUSINESS EXCEPT ON FACE-TO-FACE BASIS. HOWEVER, FOR FIELD SUCH AS FOOD PROCESSING AND PACKAGING WHICH RELATIVELY UNDERDEVELOPED HERE, FORMAT MIGHT BE WORTH TRY. WOULD TECHNICALLY QUALIFIED USDOC REP BE ON SCENE AT TIME OF SHOW TO ASSIST IN PRESENTATION? SUGGEST TRADE MISSION ON SAME SUBJECT SCHEDULED FOR ELSEWHERE IN AFRICA IN MAY 1975 MIGHT INCLUDE ZAMBIA IF RESPONSE TO CATALOG SHOW IS GOOD.

2. RECOMMEND DROPPING CATALOG SHOWS FOR "COMMUNICATIONS EQUIPMENT AND SYSTEMS" AND "BUSINESS EQUIPMENT". THESE PRESUMABLY WILL BE COVERED AT LEAST PARTIALLY IN DECEMBER 1973 "COMMUNICATIONS FOR SCHOOL AND BUSINESS" MISSION.

3. LOCAL INTEREST IN PROPOSED TECHNICAL SALES SEMINAR "TRANSPORTATION AND CONSTRUCTION EQUIPMENT" WILL DEPEND ON TYPE OF MARKET BEING ADDRESSED. AS ZAMBIA'S MINING AND ASSOCIATED INDUSTRIES ARE HIGHLY SOPHISTICATED, ONLY SEMINAR WITH LATEST TECHNOLOGY LIKELY ELICIT POSITIVE RESPONSE. WOULD APPRECIATE DETAILS OF WHAT USDOC HAS IN MIND.

4. HOPE USDOC'S PROPOSED PROGRAM HAS SOME BUILT-IN FLEXIBILITY, AS IT IS DIFFICULT FORESEE NEARLY TWO YEARS IN ADVANCE WHERE OUR

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PROMOTIONAL EFFORTS OUGHT TO BE CONCENTRATED.

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